CONSUMER RESPONSE UPDATE

October 2003: Issue N°20

Ontario
Ontario Tourism Marketing Partnership Corporation
Partenariat ontarien de marketing touristique

HIGHLIGHTS

- As a result of OTMPC's Fall online advertising and e-mail promoting OntarioTravel.net, user sessions with the site grew 19% in October over October 2002 to the second highest level ever achieved in a single month!
- Also impressive, the largest number of registrations (11,500) ever recorded in a single month with Ontario Travel.net was posted in October!
- To date, 47,700 consumers have opted to receive e-marketing material from OTMPC!
- User sessions at TourismPartners.com grew 49% in October over October 2002!
- In October, requests for fulfillment increased 28% over October 2002!

CONSUMER WEB SITE – www.OntarioTravel.net

User Sessions

- User sessions with OntarioTravel.net grew 19% in October over October 2002 to total 151,200, the second highest level ever achieved in a single month at the site!
- The boost in user sessions seems a direct result of OTMPC's Fall online advertising and e-mail, which promoted the Fall contest site with OntarioTravel.net.
  - For the period prior to Fall online advertising and the October Fall e-mail deployment (October 1 – 13), user sessions with OntarioTravel.net averaged 4,045 a day, well below the 5,750 user sessions logged per day last October during the same period.
  - For the period in which Fall online advertising was in-market and e-mail launched (October 14 – 31), user sessions with the site increased 36% per day versus the first half of the month to average 5,485! User sessions during this period were also well above the average logged per day (2,975) during the same period last October.
- For the period January to October 2003, user sessions at OntarioTravel.net were up 8% over the same period in 2002.

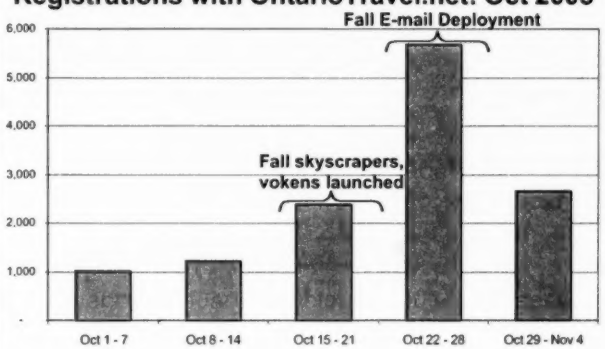
Entry Pages

- Most consumers entered OntarioTravel.net through the homepage (36%) and Fall contest site (30%) in October.
- When comparing the top two entry pages, the Fall contest site seemed more effective at hooking visitors.
  - 92% of consumers starting their visit at the Fall contest site went on to view other pages within OntarioTravel.net; the remainder (8%) visited just the Fall contest site and exited OntarioTravel.net.
  - In contrast, 87% of consumers starting their visit at the homepage went on to view other pages within the site.

Consumer Registrations

- 11,500 consumers registered with Ontario Travel.net in October, the largest number ever registered with the site in a single month!
  - The majority of registrations (85%) were contest entries with OTMPC's Fall contest.
  - The remaining registrations were generated by OTMPC's Snowmobile contest.
  - 7,540 (66% of) consumers registered with OTMPC contests in October opted to receive e-marketing material from OTMPC!

Registrations with OntarioTravel.net: Oct 2003



- To date, the percentage of monthly Ontario Travel.net user sessions resulting in registrations averages 5%. An above-average 8% of user sessions in October resulted in registrations.

ONTARIO
Travel

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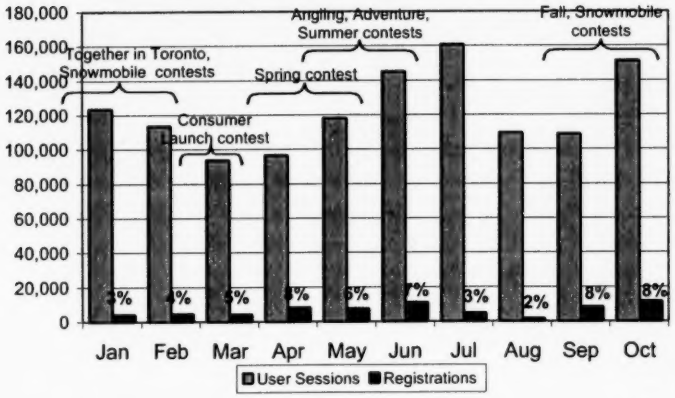
Conversion Rate: User Sessions Resulting in Registrations with OntarioTravel.net, 2003



- From the launch of OntarioTravel.net in October 2002 to November 4, 2003, 76,850 consumers have registered with the site!
- Of those registered, 47,700 (62%) have opted to receive e-marketing material from OTMPC!

PARTNERS WEB SITE – www.TourismPartners.com

- In October, user sessions at TourismPartners.com grew 49% over October 2002 to total 4,400.
- The most downloaded file from TourismPartners.com in October was OTMPC's 2003-04 Marketing Plan (1,040 downloads). Second in popularity was OTMPC's 2004-05 Partnership Opportunities Calendar. Placed on the site during the last week in October, the Calendar was downloaded an impressive 921 times!

Registered Partners

- In October, 450 partners registered with Tourism Partners.com, the highest number of registrations recorded in a single month all year!
- To date, 3,900 partners have registered with Tourism Partners.com.

CALL CENTRE

- Calls to the Call Centre in October dropped 24% over October 2002 to total 15,000.
- Of calls in October, 84% came from Canadians and 16% from Americans.
  - 92% of Canadian calls originated in Ontario.
  - 58% of U.S. calls originated in Ontario's border states.
- For the period January to October 2003, calls to the Call Centre were down 20% over the same period last year.

FULFILLMENT CENTRE

- In October, consumer requests for fulfillment grew 28% over October 2002 to total 17,400!
- Canadians, Americans and overseas residents ordered 78%, 18% and 4% of fulfillment pieces, respectively.

Top 5 Fulfillment Requests: October 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	3,028
2	Ontario Reference Guide	2,444
3	Fall Experience Guide	1,872
4	Fall Events Guide	1,618
5	Ontario Adventure Guide	1,476

- Of fulfillment orders in October, nearly half (47%) were made through OntarioTravel.net.

ONLINE PUBLICATIONS

- In addition to Web orders of fulfillment guides, consumers downloaded OTMPC publications from OntarioTravel.net 95,150 times during October.
- 16 times more Fall Events Guides and 8 times more Fall Experience Guides were viewed online than were ordered in October.
- In October, the top downloaded publications from OntarioTravel.net were as follows:

Top 5 Online Publications: October 2003

	Online Publication	Quantity Downloaded
1	Fall Colour Report	42,936
2	Fall Events Guide	26,111
3	Fall Experience Guide	15,537
4	Ontario Reference Guide	3,941
5	Snowmobile Guide	2,545

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